



RESPONSE UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE REQUESTED  
EXAMINING GROUP 3628

PATENT  
Customer No. 25,537  
Docket No. 99-836 RCE1

JK  
SFC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
James Howard DREW et al. ) Group Art Unit: 3628  
Application No.: 09/593,118 ) Examiner: Robinson Boyce, Akiba K  
Filed: June 13, 2000 ) Confirmation No. 5555  
For: A METHOD FOR EVALUATING )  
CUSTOMER VALUE TO GUIDE )  
LOYALTY AND RETENTION )  
PROGRAMS )

Mailstop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

*J.L.*  
OK to enter  
10/1/07

**AMENDMENT UNDER 37 C.F.R. § 1.116**

In reply to the final Office Action mailed February 6, 2007, with a period for response extending through May 6, 2007, Applicants propose to amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks** begin on page 22 of this paper.



AF  
EFW

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Sir:

*OK to enter  
10/11/07*

**AMENDMENT UNDER 37 C.F.R. § 1.116**

In reply to the final Office Action mailed June 7, 2007, with a period for response extending through September 7, 2007, Applicants propose to amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks** begin on page 23 of this paper.